



FSC-36-B

January 31, 1994

910-741-5000
Winston-Salem, N.C. 27102

TO ALL MANAGERS:

Subject : *Sales Presentation for Co-Marketing Accrual Program*

A sales presentation has been developed for field sales personnel to use in selling the features and benefits of our new Co-Marketing Accrual Program. The presentation is built in PowerPoint (ver. 3.0) and is being provided on diskette to all SCAM's, CAM's and Region Operations Units. The pages can be edited in PowerPoint (ver. 3.0) and reprinted on laser printers in the field, in order to customize for individual customers, as needed. A copy of the presentation is enclosed for your reference and for distribution to sales personnel as need dictates. There are ten (10) pages in all, however only those pages which apply to specific accounts (ie: Carton Outlets / Pack Outlets) should be used when presenting the program.

Instructions for use of the PowerPoint file ("CoMktng.ppt") :

- Place the RJR Co-Marketing presentation diskette into drive A:
- Open PowerPoint (3.0) from the Windows Icon on the Program Manager screen
- Click on File, then Open, then select the file named "comktngr.ppt" from the directory in drive A:
- DoubleClick in the **center** of slide #1 to insert text (account name) on front page
- DoubleClick on the **Customer Name** field, on slides #8 / 9, to insert account name
- DoubleClick on the **tables**, on slides #8 / 9, to insert account-specific numbers into the appropriate fields Note that double-clicking on these tables automatically drives you into Excel, where appropriate numbers can be typed in -- then use File / Exit to return to the presentation; answer YES to "Update worksheet in comktngr.ppt" when prompted
- Save your newly customized presentation file : Use File / Save As , then give the file an appropriate name (8 characters, max. - no spaces). You will want to save this account-specific presentation to a blank diskette (in drive A:)
- To print your presentation : Use File / Print from the PowerPoint menu

We hope that this presentation tool helps you to sell our new Co-Marketing Accrual Program successfully. ***Have Fun and Good Selling !!***

(OVER)

"We work for smokers."

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For Assistance :

Co-Marketing Program Details : Mike Buckler extn# 1625
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R. J. Reynolds Tobacco Company

Enclosure(s)

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